Docket No. 4551-4002



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OCT 2 0 2004

Applicant:

Robert Wallach, et al.

Group Art Unit: 36

Serial No.:

09/645,794

Examiner:

Frenel, Vanel

Filed:

August 24, 2000

For:

INSURANCE INCENTIVE PROGRAM HAVING A TERM OF YEARS FOR

PROMOTING THE PURCHASE OR LEASE OF AN AUTOMOBILE

Mail Stop AF Commissioner for Patents P. O. Box 1450 Alexandria, VA 22313-1450

Sir:

## AMENDMENT AND RESPONSE UNDER 37 C.F.R. §1.116

In response to the Final Office Action dated April 13, 2004, Applicants respectfully request reconsideration, in view of the following remarks.

A listing of the Claims as pending is included beginning on page 2 of this paper.

Remarks begin on page 23 of this paper.